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Brent Schlender and Rick Tetzeli's 'Becoming Steve Jobs' His work is a manifestation of what he believes in—a design philosophy he devoted to sharing with the world. While conventional norm tells us that Jobs, as much as he was genius, was also an asshole, this perspective results in a lack of comprehension.

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Biography, Business. First Publication: 2015. Language: English . Book Summary: **Becoming Steve Jobs**. We all think we know who Steve Jobs was, what made him tick, and what made him succeed. Yet the single most important question about him has never been answered.

Becoming Steve Jobs by Brent Schlender and Rick Tetzeli ... Business leaders seeking a better understanding of a historical entrepreneur. Brent Schlender covered Steve Jobs for the Wall Street Journal and Fortune for over two decades. One of the main chroniclers of the personal-computer revolution, he interviewed Jobs on many occasions. Rick Tetzeli has written

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Free About technology for more than twenty years. He's currently executive director of Fast Company, the editor of Entertainment Weekly and the former deputy editor of Fortune.

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Far from arrogant that he was exiled from the company he founded become the most effective visionary business leader of our time, ultimately transforming the daily life of billions of people? Drawing on incredible and sometimes exclusive access, Schlender and Tetzeli tell a different story of a real human being who wrestled with his failings and learned to maximize his strengths over time. Their rich, compelling narrative is filled with stories never told before from the people who knew Jobs best, including his family, former inner circle executives, and top people at Apple, Pixar and Disney, most notably Tim Cook, Jony Ive, Eddy Cue, Ed Catmull, John Lasseter, Robert Iger and many others. In addition,

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Schlender knew Jobs personally for 25 years and draws upon his many interviews with him, on and off the record, in writing the book. He and Tetzeli humanize the man and explain, rather than simply describe, his behavior. Along the way, the book provides rich context about the technology revolution we've all lived through, and the ways in which Jobs changed our world. A rich and revealing account, *Becoming Steve Jobs* shows us how one of the most colorful and compelling figures of our times was able to combine his unchanging, relentless passion with an evolution in management style to create one of the most valuable and beloved companies on the planet.

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Free and revealing account that will change the way we view Jobs, **Becoming Steve Jobs** shows us how one of the most colorful and compelling figures of our times was able to combine his unchanging, relentless passion with a more mature management style to create one of the most valuable and beloved companies on the planet.

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Jobs was, what made him tick, and what made him succeed. Yet the single most important question about him has never been answered. The young, impulsive, egotistical genius was ousted in the mid-80s from the company he founded, exiled from his own kingdom and cast into the wilderness. Yet he returned a decade later to transform the ailing Apple into the most successful company the world had ever seen. How did this reckless upstart transform himself into a visionary business leader? The first comprehensive study of Jobs' career following his dismissal from Apple, written with unparalleled access and insight, **BECOMING STEVE JOBS** offers a startling new portrait of the most

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Free a manager and leader, as an astute CEO, as a father, and as a visionary with an unparalleled sense of what consumers wanted--before they knew what they wanted themselves. But he didn't start out with those skills. When he first left Apple in 1985 and struck out to form his own company, NeXT, he knew little about running a company, holding to a budget, or developing successful products. It was during his years in the wilderness, unsuccessfully launching NeXT and helping to revitalize Pixar, that he learned the skills that would make him so successful upon his return to Apple in 1996.

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Free truly extraordinary person. I hope that it will be recognized as the definitive history.' Ed Catmull, President, Pixar and Disney Animation

The New York Times bestselling collection that “offers Jobs’s views on life, death, technology and design, among other topics” (The Washington Post). Drawn from more than three decades of media coverage—print, electronic, and online—this book serves up the best, most thought-provoking insights ever spoken by Steve Jobs: more than two-hundred quotations that are essential reading for everyone who seeks innovative solutions and inspirations applicable to their business, regardless of size.

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Free Jobs, the longtime CEO of Apple, Inc., which he co-founded in 1976, stepped down from that role in August 2011, bringing an end to one of the greatest, most transformative business careers in history. Over the years, Jobs has given countless interviews to the media, explaining what he calls “the vision thing”—his unmatched ability to envision, and successfully bring to the marketplace, consumer products that people find simply irresistible. Jobs has made an indelible mark in multiple industries, and played an enormous role in creating others. Consider how Jobs and Apple shaped the following fields: personal computers (laptop and desktop), apps (for multiple

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Summary & Analysis Preview: So much has been written about the late Steve Jobs that Brent Schlender and his co-author, Rick Tetzeli, wisely begin their biography with a prologue that explains why they wrote yet another biography of the Apple co-founder. Schlender, a former reporter for the Wall Street Journal and Fortune, became close to Jobs over twenty-five years of interviews, and was one of the few journalists Jobs trusted. They were the same age, shared a similar middle-class background, and even suffered severe health crises at the same time. When Jobs died, Schlender realized that his portrayal in the media remained inaccurate. Jobs was perceived as a genius whose

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abilities had been undermined by his egocentric, volatile, and demanding personality. The real Jobs was “more complex, more human, more sentimental, and even more intelligent” (Prologue, EPUB), especially after undergoing a metamorphosis during his exile from Apple from 1985 to 1997, when the whiz kid... PLEASE NOTE: This is a summary and analysis of the book and NOT the original book. Inside this Instaread Summary & Analysis of Becoming Steve Jobs □ Summary of the book □ Introduction to the Important People in the book □ Analysis of the Themes and Author's Style

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